

# FATHER'S DAY 5K JUNE 18, 2017





# About

City of Fort Collins Recreation will host the 20th annual Father's Day 5k on Sunday, June 18, 2017. This family event welcomes more than 500 race entries and more than 200 spectators and includes attractions such as a health and wellness fair, emcee entertainment, an after race celebration and awards ceremony, and races including a Father and Child Team 5k Run/Walk, Individual 5k Run/Walk, 1-Mile Premium Race, and Wheelchair Race.

In addition, the City of Fort Collins partners with University of Colorado Health to host the Healthy Kids and Fit.Teen Runs. The Healthy Kids and Fit.Teen Runs support the Healthy Kids Club initiative to promote health and wellness to kids in Northern Colorado elementary schools. Eight runs are hosted throughout the summer for youth ages 5-18 years. The Father's Day 5k is among the hosted races in the summer series. More than 200 youth participate in the Father's Day 5k through the Healthy Kids Club Running Series.

Proceeds from the Father's Day 5k support reduced and no-fee youth programming and the Adaptive Recreation Opportunities (ARO) program within the City of Fort Collins Recreation Department. Both the reduced fee and adaptive programs ensure that anyone, regardless of income or ability, have access to recreation services in order to lead healthy and engaged lives.

## Event Specifics

Date	Sunday, June 18, 2017 (Father's Day)
Location	Race course: Downtown Fort Collins (Mountain Avenue and Remington Street) After race celebration: Old Town Square
Demographic	700 youth and families, Fort Collins area

## Promotional Highlights

Local favorite.  
Health and Wellness Fair.  
Unique race divisions including Father/Child Team and Wheelchair Divisions.  
Prizes.  
Supports reduced fee and adaptive recreation programming.

## Contact

Jami McMannes  
Publicity and Marketing Specialist  
Community Relations and Marketing, Recreation  
City of Fort Collins

Phone: 970.221.6358 | Email: [jmcmannes@fcgov.com](mailto:jmcmannes@fcgov.com)

# Sponsor Benefits

## Team Sponsor | \$2,000

Premium company banner (2) placement at event (provided by sponsor).  
Premium logo placement on promotional materials as event partner with City of Fort Collins.  
500+ race shirts.  
200 posters.  
1,000 event handbills.  
Company recognition by emcee at event.  
Company announcement by emcee at event.  
Promotional and/or food/beverage booths (2) at event.  
Opportunity to provide promotional gift bags given to race entries (600 bags).  
Opportunity to provide promotional items to include in gift bags (600 items).  
Complimentary entry (8) into race (8 individuals or 4 teams), including 8 t-shirts and an award tie.

## Sprint Sponsor | \$1,000

Company banner (1) placement at event (provided by sponsor).  
Company logo on promotional materials.  
500+ race shirts.  
200 posters.  
1000 event handbills.  
Company recognition by emcee at event.  
Promotional booth (1) at event.  
Opportunity to provide promotional items to include in gift bags (600 items).  
Complimentary entry (4) into race (4 individuals or 2 teams), including 4 t-shirts and an award tie.

## Promotional Sponsor | \$500

Company recognition by emcee at event.  
Promotional booth (1) at event.  
Opportunity to provide promotional items to include in gift bags (600 items).  
Complimentary entry (2) into race (2 individuals or 1 team), including 2 t-shirts.





# Sponsor Agreement

## Sponsor Information

Please list the following information as you wish it to appear in promotional materials. Sponsor Agreement and sponsor logos are due no later than March 20, 2017.

Sponsor Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Sponsor Level

Select your sponsorship level of choice. An invoice will be sent to the contact listed above.

☐ Team Sponsor | \$2,000

☐ Sprint Sponsor | \$1,000

☐ Promotional Sponsor | \$500

## Signature

I hereby enter into a Sponsorship Agreement with the City of Fort Collins Recreation Department for the Father's Day 5k event.

Authorized Sponsor Contact

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Submission

Submit this contract to:

Jami McMannes  
Email: [jmcmannes@fcgov.com](mailto:jmcmannes@fcgov.com)  
215 N. Mason St., 3rd Floor  
PO Box 580  
Fort Collins, CO 80522